

EVALUATOR DIRECTIONS

SCORE EACH CATEGORY USING THIS 7-POINT SCALE:

- 1 NOT EVIDENT
- 2 WELL BELOW EXPECTATIONS
- 3 BELOW EXPECTATIONS
- 4 MEETS EXPECTATIONS
- 5 EXCEEDS EXPECTATIONS
- 6 FAR EXCEEDS EXPECTATIONS
- 7 EXEMPLARY

*APPLICANT PORTFOLIOS
MUST ADHERE TO ALL
COPYRIGHT LAWS.*

*ENTRIES THAT VIOLATE
COPYRIGHT WILL BE
DISQUALIFIED.*

STUDENT NAME _____



CANDIDATE BACKGROUND

- IN PERSONAL NARRATIVE, APPLICANT REFLECTS ON THEIR GROWTH IN JOURNALISM, HOW THIS EXPERIENCE HAS SHAPED THEIR CURRENT SUCCESS AND EXPLAINS CHALLENGES FACED AS WELL AS THEIR RESOLUTIONS. PERSONAL NARRATIVE EXHIBITS APPLICANT'S STRONG, VIBRANT VOICE.
- APPLICANT'S TRANSCRIPT AND RÉSUMÉ DISPLAY ACADEMIC AND PERSONAL ACCOMPLISHMENTS, AND THEY REFLECT A STUDENT WITH A COMMENDABLE WORK ETHIC BOTH IN AND OUT OF THE CLASSROOM. RÉSUMÉ IS PROFESSIONAL, INFORMATIVE AND DIRECTLY ADDRESSES THEIR STUDENT MEDIA EXPERIENCE.
- LETTERS OF RECOMMENDATION (INCLUDING AT LEAST ONE FROM THEIR SCHOLASTIC MEDIA ADVISER) DIRECTLY ADDRESS THE APPLICANT'S ACCOMPLISHMENTS IN SCHOLASTIC MEDIA. THEY ARE CLEARLY WRITTEN FOR THE APPLICANT AND ARE MORE THAN JUST A TEMPLATE PROVIDED BY THE COUNSELING DEPARTMENT. LETTERS INCLUDE SPECIFIC SKILLS, TRAITS AND/OR ANECDOTES THAT SHOWCASE WHO THE APPLICANT IS AS A PERSON AND PROFESSIONAL.

SCORE:

ORGANIZATION AND DOCUMENTATION

- WEBSITE IS EASY TO NAVIGATE AND ORGANIZED BY THE FOLLOWING CATEGORIES: REPORTING AND WRITING; EDITING, LEADERSHIP AND TEAM BUILDING; DESIGN; BROADCAST JOURNALISM; PHOTOJOURNALISM; WEB AND SOCIAL MEDIA; LAW, ETHICS AND NEWS LITERACY; MARKETING AND AUDIENCE ENGAGEMENT; AND COMMITMENT TO DIVERSITY.
- EACH ARTIFACT WITHIN THE PORTFOLIO IS ACCOMPANIED BY A CONCISE, REVEALING REFLECTION THAT INCLUDES AN EXPLANATION OF THE SPECIFIC ASSIGNMENT, DIFFICULTIES ENCOUNTERED AND SPECIAL CIRCUMSTANCES AFFECTING IT. THEY SHOULD BE LESS THAN 100 WORDS, EASY TO READ AND DETAIL WHY THIS ENTRY WAS CHOSEN FOR THE PORTFOLIO.
- EVIDENCE OF ARTIFACT USAGE/PUBLICATION IS INCLUDED. IF ENTERED IN CONTEST, HOW THE WORK PLACED IS NOTED.
- APPLICANT'S RÉSUMÉ, TRANSCRIPT AND LETTERS OF RECOMMENDATION ARE **NOT** PUBLISHED WITHIN ONLINE PORTFOLIO.

SCORE:

REPORTING AND WRITING

- APPLICANT'S ARTIFACTS EXEMPLIFY EXCELLENCE IN REPORTING AND WRITING.
- STUDENT WORK SHOULD INCLUDE MEANINGFUL, IMPACTFUL, ENTERPRISING JOURNALISM.
- PORTFOLIO SHOULD SHOWCASE WRITING AND ABILITY TO SYNTHESIZE INFORMATION FROM A RICH ARRAY OF RELIABLE SOURCES.
- APPLICANTS ARE ENCOURAGED TO INCLUDE A VARIETY OF WORK INCLUDING NEWS, FEATURE, SPORTS AND OPINION.

SCORE:

EDITING, LEADERSHIP AND TEAM BUILDING

- APPLICANTS SHOULD INCLUDE EXAMPLES THAT DEMONSTRATE THEIR ABILITIES AS AN EDITOR OR LEADER, EVEN IF THEY DO NOT HOLD A FORMAL "LEADERSHIP POSITION" ON STAFF.
- ARTIFACTS MAY INCLUDE HANDS-ON EDITING WORK THAT DEMONSTRATES EXCELLENCE IN PROVIDING FEEDBACK AIMED AT IMPROVING GROWTH AND BUILDING CAPACITY; STUDENT-PRODUCED RESOURCE DOCUMENTS; EXCERPTS FROM RECOMMENDATION LETTERS.
- APPLICANTS MAY ALSO DEMONSTRATE EDITING PROFICIENCY BY "REVISITING" AND UPDATING WORK FROM EARLIER IN THEIR JOURNALISTIC CAREER, PROVIDING A LOOK AT HOW THEY MIGHT HANDLE THE PIECE DIFFERENTLY NOW THAT THEY ARE MORE EXPERIENCED.

SCORE:

WEB AND SOCIAL MEDIA

- THE JOURNALIST PLANS AND EXECUTES TIMELY COVERAGE, SELECTING THE APPROPRIATE PRESENTATION FOR THE STORY – AUDIO, VIDEO, SOCIAL MEDIA, PHOTO GALLERIES AND OTHER MULTIMEDIA TOOLS.
- THE JOURNALIST USES SOCIAL MEDIA TO TELL ENGAGING STORIES.

SCORE:

DESIGN

- ARTIFACTS DEMONSTRATE AN UNDERSTANDING OF THE ELEMENTS OF DESIGN, INCLUDING DOMINANCE, CONTRAST, EYE FLOW, BALANCE, ALIGNMENT AND UNITY.
- INCLUDED WORK REVEALS BOTH PROFICIENCY AND ORIGINALITY IN PACKAGING CONTENT.
- ARTIFACTS SHOULD EXTEND BEYOND PRINT WITH OUTSTANDING DESIGN SAMPLES FROM WEB, SOCIAL MEDIA AND BROADCAST.

SCORE:



IHSPA

INDIANA HIGH SCHOOL PRESS ASSOCIATION

JOURNALIST OF THE YEAR

SCORING RUBRIC

BROADCAST JOURNALISM

- INCLUDED BROADCAST ARTIFACTS SHOWCASE CONTENT OF JOURNALISTIC MERIT SUCH AS VIDEO PACKAGES, ANCHORING WORK, BROADCAST COMMENTARIES OR EVENT COVERAGE. INCLUSION OF DOCUMENTARY WORK IS ALSO ENCOURAGED.
- THE JOURNALIST EFFECTIVELY EDITS TEXT, AUDIO, VIDEO, GRAPHICS AND OTHER ELEMENTS THAT TELL A STORY IN CONTEXT.
- PSAS, COMMERCIALS AND FILM ARE WELCOME HERE, BUT THE PRIMARY FOCUS OF THIS CATEGORY IS JOURNALISTIC WORK.

SCORE:

PHOTOJOURNALISM

- THE JOURNALIST PLANS, SHOOTS AND EDITS HIGH QUALITY PHOTOGRAPHS THAT DEMONSTRATE APPLICATION OF EFFECTIVE EXPOSURE, COMPOSITION AND COLOR BALANCE/CONTRAST.
- THE JOURNALIST CAPTURES UNIQUE STORYTELLING MOMENTS.
- THE JOURNALIST WRITES EFFECTIVE CAPTIONS/CUTLINES THAT GIVE ALL ESSENTIAL FACTS PLUS ADDITIONAL CONTEXT.

SCORE:

LAW, ETHICS AND NEWS LITERACY

- THE JOURNALIST DEMONSTRATES A COMMAND OF THE LEGAL AND ETHICAL KNOWLEDGE NECESSARY FOR PRODUCING RESPONSIBLE JOURNALISM. THE APPLICANT, THROUGH ARTIFACTS AND REFLECTION, DEMONSTRATES A FIRM GRASP OF THE IMPORTANCE OF EXCELLING IN THESE AREAS AND ENSURING OTHER MEMBERS OF THEIR TEAM DO THE SAME.
- THE JOURNALIST ACTIVELY WORKS TO IMPROVE NEWS LITERACY ON THEIR CAMPUS AND IN THEIR COMMUNITY, USING THE VOICE OF THEIR MEDIA IN A RESPONSIBLE WAY.

SCORE:

MARKETING AND AUDIENCE ENGAGEMENT

- THE JOURNALIST DEVELOPS AN AUDIENCE ENGAGEMENT STRATEGY THAT ADDRESSES BRANDING, MARKETING, SALES, FUNDRAISING, DISTRIBUTION AND SOCIAL MEDIA.
- JOURNALIST DEMONSTRATES A WORKING KNOWLEDGE OF FUNDING, ANALYTICS AND “BUSINESS SIDE” OF STUDENT MEDIA.
- THE JOURNALIST ENGAGES AUDIENCES IN A MEANINGFUL, IMPACTFUL AND ORIGINAL WAY.

SCORE:



IHSPA

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JOURNALIST OF THE YEAR

SCORING RUBRIC

COMMITMENT TO DIVERSITY

• THE APPLICANT EXPLICITLY DEMONSTRATES A COMMITMENT TO DIVERSITY – IN ALL WAYS. THIS COULD INCLUDE COVERAGE THAT AMPLIFIES CONCERNS OF UNDERREPRESENTED COMMUNITIES AND REFLECTS THE DIVERSE MAKEUP OF THE COMMUNITY; PRACTICES THAT CULTIVATE A DIVERSE STAFF; OR OTHER EFFORTS TO MEET THIS IMPORTANT OBJECTIVE. APPLICANTS AT SCHOOLS THAT ARE NOT PARTICULARLY DIVERSE SHOULD BE SURE TO IDENTIFY WAYS THEY STILL ENSURE DIVERSE REPRESENTATION IN STUDENT MEDIA.

SCORE:

MARKS OF DISTINCTION

• JUDGES MAY AWARD 1-3 BONUS POINTS FOR EACH CATEGORY IF THE MATERIAL WAS OF THE HIGHEST QUALITY.



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JOURNALIST OF THE YEAR SCORING RUBRIC

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LAW, ETHICS & NEWS LITERACY _____

WEB & SOCIAL MEDIA _____

MARKETING & AUDIENCE ENGAGEMENT _____

DESIGN _____

COMMITMENT TO DIVERSITY _____

JUDGE'S COMMENTS

JUDGE _____

FINAL SCORE _____